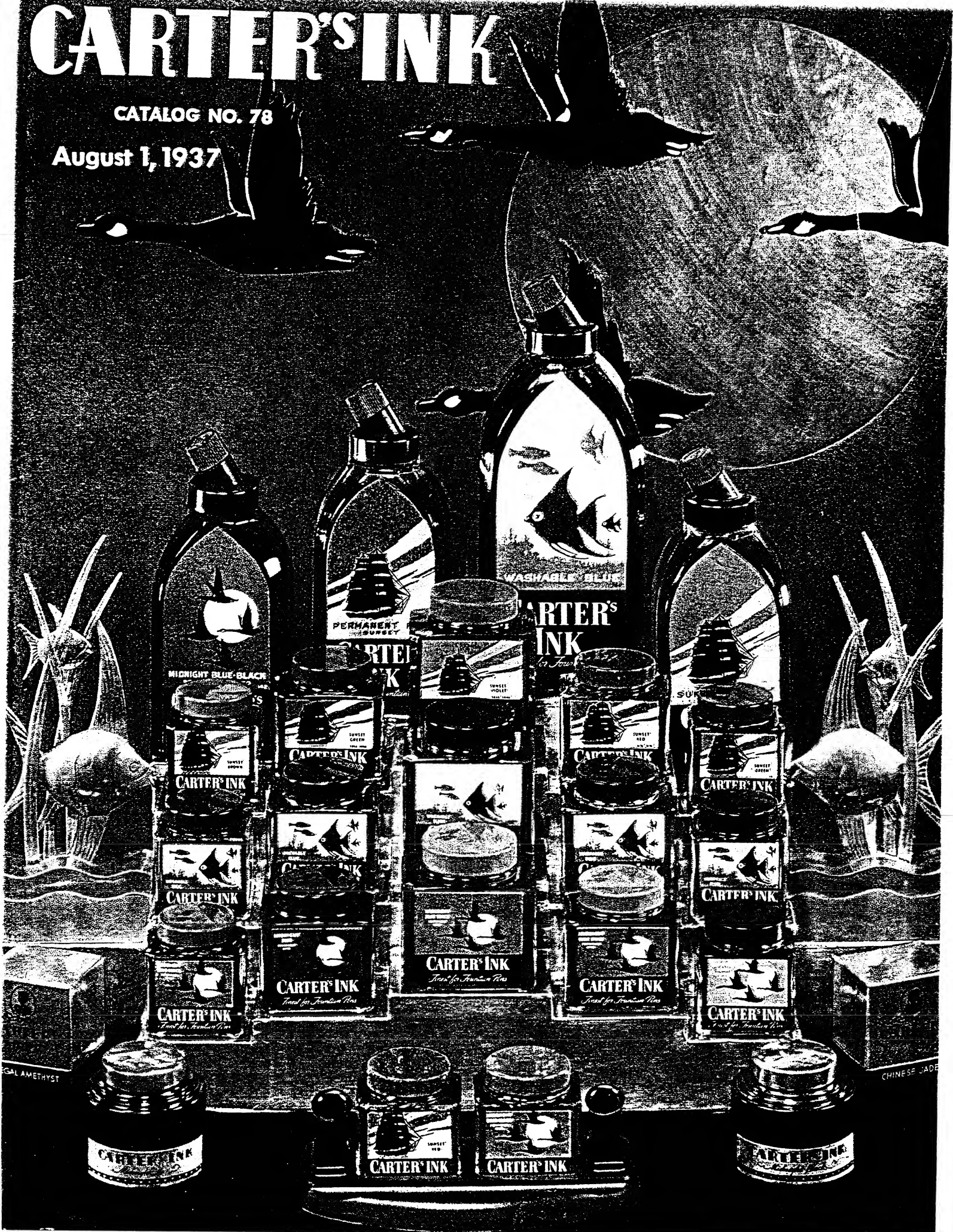


# CARTER'S INK

CATALOG NO. 78

August 1, 1937



SAL AMETHYST

CHINESE JADE

MIDNIGHT BLUE-BLACK

WASHABLE BLUE

PERMANENT PURPLE

CARTER'S INK

CARTER'S INK

CARTER'S INK

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\*All Carter's Writing Inks are Fountain Pen Inks.

## TERMS OF SALE

Terms of sale are 60 days net or 2% for payment within 10 days from date of invoice. All shipments are made at the purchaser's risk, F.O.B. Boston, New York or Chicago. Prices are subject to change without notice.

## THE CARTER'S INK COMPANY

Established 1858

*Largest manufacturers of Writing Inks and Adhesives in America*

Main Office and Factory — BOSTON, MASS.

New York  
438 Broadway

Canadian Factory  
Mt. Royal Avenue and Drolet Street  
Montreal, P. Q.

Chicago  
11 West Hubbard Street

# CARTER AIMS

We aspire to fill all office and home needs for inks, adhesives and kindred specialties. Our constant aim is to serve the consumer better, knowing that pleased consumers will result in satisfied distributors.

## WHY CARTER EXCELS

1. **YEARS OF EXPERIENCE.** We date back to 1858 when stone bottles were the standard. Then came hand-blown glass bottles with cork tops. Compare these antiques with today's Carter Cubes—with the handsome enamelled screw caps on the modernistic 10¢—15¢—25¢ Cubes.
2. **RESEARCH.** Our Chemical and Physical Laboratories have justified themselves by making possible better products in better equipped, more convenient containers. "Nothing so good that it can't be better" is the reason for insistence on thorough research in the allied fields of raw materials and manufacturing processes. The most extensive laboratories in the industry, equipped with the latest in precision instruments including unusual testing devices, are responsible for the establishment of new and higher standards and their scientific maintenance.
3. **LATEST PRODUCT DEVELOPMENTS.** In order to serve the consumer we anticipate his needs. Research has made it possible to improve products in existence for centuries and also to produce new products superior to any which previously existed.

By a series of laboratory achievements we now offer the quickest starting, smoothest flowing, quickest drying, richest hued inks in history.

Gallo-tannate of iron inks date back to the eleventh century. Only in 1937, however, have they been scientifically "balanced" and every quality desired by the consumer perfected.

Our new Re-surfacing Ink Eraser (patent applied for) is the only eraser that resizes the paper and permits rewritings without feathering.

Cartex, "the adhesive with 1000 uses," is a pure latex product that sticks, mends, makes and repairs. It sticks like cement but is not sticky.
4. **MOST CONVENIENT PACKAGES AND EQUIPMENT.** Our Physical Laboratories continually strive to produce more convenient containers and equipment. The following are a few of the latest developments.

Directional Pourout. Scientifically made to ensure smooth, even flow and absolute freedom from dripping.

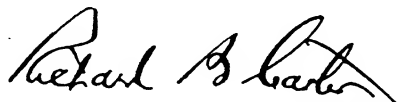
Carterset Brush. The bristle brush that "spreads but never sheds."

"Pump Action" Stamp Pads (patented). Guaranteed for 100,000 impressions.

Cube-Stands (patented). The biggest added profit makers ever offered the stationery trade. Best because they meet definite office and home needs. "Save 80% of time and 100% of temper" in pen filling.
5. **ATTRACTIVE PACKAGING.** National awards in competition with all products bottled in glass; the acclaim of every publication devoted to packaging and the establishment of new standards for the entire industry are undeniable proofs of our leadership.

Every Carter item is styled by experts in touch with modern trends and changed to meet new style trends. The consumer has the right to expect from us not only the highest quality of products in the most convenient containers but also packages so attractive as to be an ornament to any desk.

THE CARTER'S INK COMPANY

  
President.

# CARTER'S PERMANENT INKS



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## MIDNIGHT BLUE-BLACK (Ryto)

The finest of gallo-tannate of iron inks. Retains its initial blue shade in bottle and inkstand without turning to a slate color.

Writes a rich, lustrous blue which ages to an imperishable jet black. Starts instantly when used with either fountain pen or steel pen. Flows freely and evenly. Dries quickly because of rapid penetration of the surface of the paper. The deep blue is restful to the eyes even under artificial light or on tinted cards. Writings are permanent against exposure to water, light and air, remaining clearly legible for the lifetime of the paper on which they are written.

No.	List Price	Shipping Weight
140 Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
141 Cube Quart, directional pourout	15.00 Doz.	46 " Doz.
142 Cube Pint, directional pourout	9.00 "	26 " "
143 Half-Pint, Round, pourout	6.00 "	16 " "
814 3½ oz. Inkwell Bottle, ebony glass, nickel plated screw cap (1 doz. box)	3.25 "	7 " "
5816 5 oz. Cube, (1 doz. box)	3.25 "	11 " "
3816 3 oz. Cube, (3 doz. box)	22.80 Gro.	88 " Gro.
D3816 3 oz. Cube, (1 doz. box)	24.00 "	90 " "
816 2 oz. Cube, (3 doz. box)	16.00 "	56 " "
D816 2 oz. Cube, (1 doz. box)	17.00 "	66 " "
146 2 oz. Cylinder, Ryto, screw cap, (3 doz. box)	15.00 "	60 " "
147 2 oz. Cylinder, Ryto, screw cap, (1 doz. box)	16.00 "	60 " "



816

## WRITING FLUID

This is a true gallo-tannate of iron ink. Writes a deep blue which ages to a jet black after drying. Its writings reach the final black more rapidly than those made with other blue-black inks. It is recommended for use in warm, moist climates, because it does not offset or smooch. Best for all writings with steel pens, it is also an excellent fountain pen ink. The original "will not ruin the eyesight" blue-black ink.

No.	List Price	Shipping Weight
10 Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
11 Quart, Round, directional pourout	15.00 Doz.	46 " Doz.
12 Pint, Round, directional pourout	9.00 "	26 " "
13 Half-Pint, Round, pourout	6.00 "	16 " "

## FOUNTAIN PEN INK

This gallo-tannate of iron ink was the first to meet the exacting requirements of fountain pens. It is of the Midnight Blue-Black type—holds its color firmly in both bottle and inkstand and can be recommended to the most critical for fountain pen use.

No.	List Price	Shipping Weight
2400 Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
240 Quart, Round, directional pourout	15.00 Doz.	46 " Doz.
241 Pint, Round, directional pourout	9.00 "	26 " "
241½ Half-Pint, Round, pourout	6.00 "	16 " "



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## COPYING INKS

Carter's original Combined Writing and Copying Ink and other special Copying Inks are supplied in quarts and pints. Prices and samples on application.



# CARTER'S PERMANENT INKS

## MIDNIGHT BLUE

A striking blue that will not change color or precipitate sediment even if carelessly mixed with Blue-Black Ink. This is the finest blue "from first to last." It writes a lustrous deep blue, drying the same rich hue and maintaining its fine color indefinitely in bottle, pen and inkstand. It is permanent against exposure to water, light and air.

No.		List Price	Shipping Weight
660	Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
661	Cube Quart, directional pourout	15.00 Doz.	46 " Doz.
662	Cube Pint, directional pourout	9.00 "	26 " "
663	Half-Pint, Round, pourout	6.00 "	16 " "
864	3½ oz. Inkwell Bottle, ebony glass, nickel plated screw cap (1 doz. box)	3.25 "	7 " "
5866	5 oz. Cube (1 doz. box)	3.25 "	11 " "
3866	3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3866	3 oz. Cube (1 doz. box)	24.00 "	90 " "
866	2 oz. Cube (3 doz. box)	16.00 "	66 " "
D866	2 oz. Cube (1 doz. box)	17.00 "	66 " "



661

## BRILLIANT BLUE

A permanent blue ink which is the most brilliant of all blue or blue-black inks. It is exceedingly difficult to remove with chemical ink eradicators.

No.		List Price	Shipping Weight
60	Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
61	Quart, Round, directional pourout	15.00 Doz.	46 " Doz.
62	Pint, Round, directional pourout	9.00 "	26 " "
63	Half-Pint, Round, pourout	6.00 "	16 " "
5066	5 oz. Cube (1 doz. box)	3.25 "	11 " "
3066	3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3066	3 oz. Cube (1 doz. box)	24.00 "	90 " "
66	2 oz. Cube (3 doz. box)	16.00 "	66 " "
D66	2 oz. Cube (1 doz. box)	17.00 "	66 " "



3866

## MIDNIGHT BLACK (Kongo)

A gallo-tannate of iron ink which writes black and stays black. Pleasingly free flowing, its intense black hue makes it the choice of critical black ink users.

No.		List Price	Shipping Weight
80	Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
81	Cube Quart, directional pourout	15.00 Doz.	46 " Doz.
82	Cube Pint, directional pourout	9.00 "	26 " "
83	Half-Pint, Round, pourout	6.00 "	16 " "
884	3½ oz. Inkwell Bottle, ebony glass, nickel plated screw cap (1 doz. box)	3.25 "	7 " "
5886	5 oz. Cube (1 doz. box)	3.25 "	11 " "
3886	3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3886	3 oz. Cube (1 doz. box)	24.00 "	90 " "
886	2 oz. Cube (3 doz. box)	16.00 "	66 " "
D886	2 oz. Cube (1 doz. box)	17.00 "	66 " "
96	2 oz. Cylinder, Kongo, screw cap (3 doz. box)	15.00 "	60 " "
97	2 oz. Cylinder, Kongo, screw cap (1 doz. box)	16.00 "	60 " "



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## SCHOOL INKS AND PASTE

Carter's School Inks and School Paste are supplied in barrels, kegs, gallons, quarts and pints. Complete School Supply Catalog sent on request.

# CARTER'S PERMANENT INKS



101

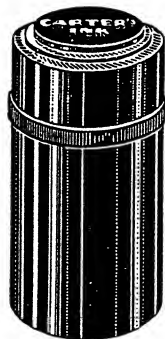
## RECORD INK

For the first time in the history of gallo-tannate of iron inks, freedom of flow has been combined with the high per cent of gallo-tannate of iron base required in a heavy bodied record ink.

The United States Government and some state governments insist upon the use of a gallo-tannate of iron ink built to meet the qualifications of a special government standard formula. Through laboratory developments, this improved Record Ink complies with every government specification yet flows so freely that it is suitable for fountain pen use.

This is the type of ink used by the Federal Government, Commonwealth of Massachusetts and other States for record purposes.

No.	List Price	Shipping Weight
100 Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
101 Quart, Round, pourout	15.00 Doz.	46 " Doz.
102 Pint, Round, pourout	9.00 "	26 " "



515

## PENCRAFT

Also a true gallo-tannate of iron ink, similar to Midnight Blue-Black. Free flowing and quick starting, it is a favorite for use with both fountain pens and steel pens.

No.	List Price	Shipping Weight
610 Gallon Glass Jug, pourout	\$ 6.00 Ea.	15 lbs. Ea.
611 Quart, Round, directional pourout	21.00 Doz.	46 " Doz.
612 Pint, Round, directional pourout	12.50 "	26 " "



515

## TRAVELERS' CASE

Cannot be broken by dropping. Double sealed against leakage and protected against shock by live, heavy, flexible rubber. An exclusive Carter achievement with a smart ebony finish to match toilet articles. Blue-Black is regularly supplied. Other colors will be specially packed on full dozen orders.

No.	List Price	Shipping Weight
515 Travelers' Case, inner sealed glass bottle, pliable rubber casing (1 doz. box)	\$ 5.00 Doz.	6 lbs. Doz.

# CARTER'S WASHABLE INKS

## WASHABLE BLUE (Blu-Rex, Blink)

Made from a pure aniline dye base. Writes a rich blue and stays blue. Remarkably free flowing and a favorite with students in schools and colleges. Quick to start, its speedy flow keeps pace with the fastest note taking.

Schools, homes and hotels are prospects for Carter's Washable Inks which are quickly removed from clothing, rugs and furniture by a single washing with soap and warm water. Washable Inks are not recommended for any record use.

No.	List Price	Shipping Weight
160 Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
161 Cube Quart, directional pourout	15.00 Doz.	46 " Doz.
162 Cube Pint, directional pourout	9.00 "	26 " "
163 Half-Pint, Round, pourout	6.00 "	16 " "
5966 5 oz. Cube (1 doz. box)	3.25 "	11 " "
3966 3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3966 3 oz. Cube (1 doz. box)	24.00 "	90 " "
966 2 oz. Cube (3 doz. box)	16.00 "	66 " "
D966 2 oz. Cube (1 doz. box)	17.00 "	66 " "
36 2 oz. Cylinder, Blink, screw cap (3 doz. box)	15.00 "	60 " "
37 2 oz. Cylinder, Blink, screw cap (1 doz. box)	16.00 "	60 " "



161



5966

## WASHABLE BLACK

A newly improved washable black ink that writes black and dries a real black, not a dull grayish color. This is the most intense black ink made that possesses freedom of flow and suitability for fountain pen use.

No.	List Price	Shipping Weight
70 Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
71 Cube Quart, directional pourout	15.00 Doz.	46 " Doz.
72 Cube Pint, directional pourout	9.00 "	26 " "
73 Half-Pint, Round, pourout	6.00 "	16 " "
5986 5 oz. Cube (1 doz. box)	3.25 "	11 " "
3986 3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3986 3 oz. Cube (1 doz. box)	24.00 "	90 " "
986 2 oz. Cube (3 doz. box)	16.00 "	66 " "
D986 2 oz. Cube (1 doz. box)	17.00 "	66 " "



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# CARTER'S RED INKS

## PERMANENT RED

The first and only red ink that is flood-proof, light-proof and age-proof, which does not turn brown in bottle or ink-stand.

It is the natural companion to Rytto Midnight Blue-Black and Midnight Blue because like these two inks its permanence is proved when exposed to water, light and air. Writes and stays a deep ruby red hue. Does not bronze, offset or smooch.

No.		List Price	Shipping Weight
570	Gallon Glass Jug, pourout	\$ 5.00 Ea.	15 lbs. Ea.
571	Cube Quart, directional pourout	18.00 Doz.	46 " Doz.
572	Cube Pint, directional pourout	10.80 "	26 " "
573	Half-Pint, Round, pourout	6.50 "	16 " "
576	2 oz. Cube (3 doz. box)	22.80 Gro.	66 " Gro.
D576	2 oz. Cube (1 doz. box)	24.00 "	66 " "

## CARMINE RED

A fiery brilliant red ink, long the standard for ruling and bookkeeping work. It yields a good letter press copy, yet will not bronze, offset or smooch.

No.		List Price	Shipping Weight
380	Gallon Glass Jug, pourout	\$ 6.00 Ea.	15 lbs. Ea.
381	Cube Quart, directional pourout	21.00 Doz.	46 " Doz.
382	Cube Pint, directional pourout	12.50 "	26 " "
383	Half-Pint, Round, pourout	7.50 "	16 " "

## SUNSET RED

A deep red with pleasing flow. Excellent for correspondence or contrast work where permanence is not required.

No.		List Price	Shipping Weight
5176	5 oz. Cube (1 doz. box)	\$ 3.25 Doz.	11 lbs. Doz.
3176	3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3176	3 oz. Cube (1 doz. box)	24.00 "	90 " "
176	2 oz. Cube (3 doz. box)	16.00 "	66 " "
D176	2 oz. Cube (1 doz. box)	17.00 "	66 " "

## SCARLET RED

A high quality ink priced for contract proposals for schools and governmental agencies. Writes and stays a full bodied deep red.

No.		List Price	Shipping Weight
670	Gallon Glass Jug, pourout	\$ 4.00 Ea.	15 lbs. Ea.
671	Quart, Round, pourout	15.00 Doz.	46 " Doz.
672	Pint, Round, pourout	9.00 "	26 " "
673	Half-Pint, Round, pourout	6.00 "	16 " "



571



381



5176



# CARTER'S COLORED INKS

## SUNSET VIOLET

A deep toned regal violet, for fountain pens and steel pens, especially prepared for contrast writings on office records and for social correspondence.

No.	List Price	Shipping Weight
40 Gallon Glass Jug, pourout	\$ 5.00 Ea.	15 lbs. Ea.
41 Cube Quart, directional pourout	18.00 Doz.	46 " Doz.
42 Cube Pint, directional pourout	10.80 "	26 " "
43 Half-Pint, Round, pourout	6.50 "	16 " "
5046 5 oz. Cube (1 doz. box)	3.25 "	11 " "
3046 3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3046 3 oz. Cube (1 doz. box)	24.00 "	90 " "
46 2 oz. Cube (3 doz. box)	16.00 "	66 " "
D46 2 oz. Cube (1 doz. box)	17.00 "	66 " "



## SUNSET GREEN

A full bodied emerald green ink, ideal for the third color in contrast work. Its cool, pleasing shade lends the modern, distinctive touch to social correspondence.

No.	List Price	Shipping Weight
50 Gallon Glass Jug, pourout	\$ 5.00 Ea.	15 lbs. Ea.
51 Cube Quart, directional pourout	18.00 Doz.	46 " Doz.
52 Cube Pint, directional pourout	10.80 "	26 " "
53 Half-Pint, Round, pourout	6.50 "	16 " "
5056 5 oz. Cube (1 doz. box)	3.25 "	11 " "
3056 3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3056 3 oz. Cube (1 doz. box)	24.00 "	90 " "
56 2 oz. Cube (3 doz. box)	16.00 "	66 " "
D56 2 oz. Cube (1 doz. box)	17.00 "	66 " "



## SUNSET BROWN

A handsome cinnamon brown, that offers "something different in ink." It is excellent for use on ivory, buff and cream colored stationery. It is ideal for writing on sepia prints, photo mounts and for signatures to harmonize with brown engraved letter heads.

No.	List Price	Shipping Weight
520 Gallon Glass Jug, pourout	\$ 5.00 Ea.	15 lbs. Ea.
521 Quart, Round, pourout	18.00 Doz.	46 " Doz.
522 Pint, Round, pourout	10.80 "	26 " "
523 Half-Pint, Round, pourout	6.50 "	16 " "
5526 5 oz. Cube (1 doz. box)	3.25 "	11 " "
3526 3 oz. Cube (3 doz. box)	22.80 Gro.	88 " Gro.
D3526 3 oz. Cube (1 doz. box)	24.00 "	90 " "
526 2 oz. Cube (3 doz. box)	16.00 "	66 " "
D526 2 oz. Cube (1 doz. box)	17.00 "	66 " "



# CARTER'S CUBES

## CARTER'S CUBES

Carter's Cubes are the most convenient and most attractive small ink bottles ever designed.

Carter's Cubes have set the style for the entire industry and are national style winners, combining modern design with many practical advantages.

Carter's beautiful pictorial labels make the three kinds of ink distinguishable at a glance. Permanent **Midnight** inks are identified by the geese flying across a moonlit sky. Tropical fish signify **Washable** inks. The "square rigger" sailing across the setting sun makes **Sunset** inks readily recognizable.

Carter's Cubes bring quicker starting, smoother flowing, faster drying inks with the richest colors modern ink manufacture can produce.

Carter's Cubes are available in nine colors, making it possible to satisfy every need in office, home and school. Their exceptionally wide mouths—much larger than other small ink containers—make them perfect for filling fountain pens or dipping steel pens. Their tight fitting, handsomely lithographed screw caps protect against leakage. Their wide bases make them all but impossible to upset.



816



3966



5176

	10¢ Cubes — 2 oz.		15¢ Cubes — 3 oz.		25¢ Cubes — 5 oz.
	No.	No.	No.	No.	No.
Midnight Blue-Black (Ryto)	816	D816	3816	D3816	5816
Midnight Blue	866	D866	3866	D3866	5866
Midnight Black	886	D886	3886	D3886	5886
Washable Blue	966	D966	3966	D3966	5966
Washable Black	986	D986	3986	D3986	5986
Sunset Red	176	D176	3176	D3176	5176
Sunset Violet	46	D 46	3046	D3046	5046
Sunset Green	56	D 56	3056	D3056	5056
Sunset Brown	526	D526	3526	D3526	5526
Brilliant Blue	66	D 66	3066	D3066	5066
Assorted Colors	896	D896	3896	D3896	5896
List Price	\$16.00	\$17.00	\$22.80	\$24.00	\$3.25
Shipping Weight	66 lbs. Gro.	66 lbs. Gro.	88 lbs. Gro.	90 lbs. Gro.	11 lbs. Doz.

\*3 Dozen packed in corrugated shipping container.

\*\*1 Dozen packed in corrugated shipping container.

For other Carter Cubes see Nos. 185 (page 16), 576 (page 8), 116 (page 14) and 1441 (page 12).

# CARTER'S CUBE-STANDS

## CARTER'S CUBE-STANDS

(Patented)

Carter's Cube-Stands solve the office ink problem by supplying a compact desk set with a Carter Cube and a universal receiver fitting all pocket fountain pens and desk pens and even the usual cork tipped steel pen holders. Both pen and ink are always ready for instant use.

These modern desk stands provide the utmost in writing convenience. Cube-Stands in less than two years have become the most striking sales success in the history of the industry. Sales running high in hundreds of thousands have created new and otherwise unobtainable profits for distributors. Designed by an eminent artist and made of jet black molded plastic, they are essential for every office, hotel and home desk.

No.	List Price including ink	Shipping Weight including Ink
20 For use with 10¢ Cube (3 doz. box)	\$63.36 Gro.	94 lbs. Gro.
30 For use with 15¢ Cube (3 doz. box)	72.00 "	118 " "

In ordering, specify type of ink required—No. 20-816 represents the No. 20 Cube-Stand with No. 816, 2 oz. Cube of Midnight Blue-Black.

## JUNIOR CUBE-STANDS

"Cube Stand, Jr." is the latest addition to the Cube-Stand family and is sure to be the largest seller. Made of flexible rubber in three finishes. Supplied for use with 2 oz. Cube only.

No.	List Price including Ink	Shipping Weight including Ink
10 Black, Flat finish (3 doz. box)	\$32.00 Gro.	90 lbs. Gro.
10P Black, Polished (3 doz. box)	32.80 "	90 " "
10M Mahogany, Polished (3 doz. box)	33.60 "	90 " "

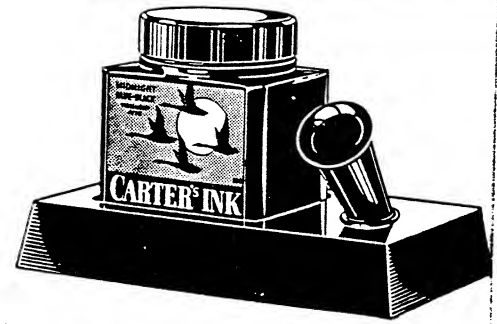
In ordering, specify type of ink required—No. 10-866 represents the No. 10 Junior Cube-Stand with No. 866, 2 oz. Cube of Permanent Blue.

## DUPLEX CUBE-STANDS

The new double set holding two Carter Cubes. Flexible rubber base with two universal pen receivers and a groove holder for pencil or pen. Supplied in polished black only, for use with 2 oz. Cubes.

No.	List Price including ink	Shipping Weight including Ink
57-816-576 With one bottle each Midnight Blue-Black and Permanent Red (Packed in individual boxes, 12 in a corrugated box)	\$ 7.20 Doz.	18 lbs. Doz.
57-866-576 With one bottle each Midnight Blue and Permanent Red (Packed in individual boxes, 12 in a corrugated box)	7.20 "	18 " "

(See Page 13 for Carter's Jewel Desk Sets)



20



10



57

# CARTER'S SPECIAL INKS

## DRAWING INK

For architects, artists and draughtsmen. Finest colors, waterproofed and protected against mold growths make Carter's Drawing Inks exceptional.

Made in: Black, Carmine, Brick Red, Green, White, Blue, Vermilion, Orange, Brown, Indigo Blue, Scarlet, Yellow, Violet—also soluble Black for wash background work. Carter's Colored Drawing Inks have been for a generation the choice of the super-critical because they combine the utmost in contrast and depth of color.

Carter's improved Black Waterproof Drawing Ink is made by a process which results in a perfect suspension of the carbon black in the waterproof liquid. This insures quick starting, smooth flow and intense color.



358



357



441



442



431



M439



439

No.	List Price	Shipping Weight
351 Quart, Round, pourout	\$ 5.00 Ea.	4 lbs. Ea.
352 Pint, Round, pourout	3.00 "	2 1/4 " "
353 Half-Pint, Round, pourout	1.80 "	1 1/4 " "
358 1 oz. Squat Cylinder, quill feeder (individual carton)	3.00 Doz.	3 " Doz.
357 1/2 oz. Square, molded screw cap (Black and Red only), (1 doz. box)	2.00 "	2 " "
359 Small, Round, black screw cap (Black only), (3 doz. box)	18.00 Gro.	22 " Gro.
M359 Small, Round, metal screw cap (Black only), (3 doz. box)	16.00 "	22 " "

## WHITE INK

For use with steel pen or brush. Writes and dries a pure white without a trace of yellow or brown.

Widely used for lettering on greeting cards and photomounts.

For personal correspondence, it offers a pleasingly striking combination when used on either dark or light blue paper.

No.	List Price	Shipping Weight
445 Quart, Round, screw cap	\$24.00 Doz.	63 lbs. Doz.
446 Pint, Round, screw cap	14.50 "	33 " "
447 Half-Pint, Round, screw cap	8.75 "	20 " "
1441 2 oz. Cube, screw cap	3.50 "	5 1/2 " "
441 1 1/2 oz. Opal Cylinder, screw cap (1 doz. box)	2.50 "	5 " "
442 3/4 oz. Opal Glass Cylinder, screw cap (3 doz. box)	18.00 Gro.	32 " Gro.
M442 3/4 oz. Clear Glass Cylinder, screw cap (3 doz. box)	16.00 "	32 " "

## GOLD INK

For fancy writing and illustrating with a steel pen or fine brush. Writes a true, lustrous gold. Adds the richest of touches on cards accompanying gifts, and greeting cards.

No.	List Price	Shipping Weight
431 1/2 oz. Square, molded screw cap	\$ 2.50 Doz.	2 lbs. Doz.
439 Small, Round, molded screw cap (3 doz. box)	18.00 Gro.	12 " Gro.
M439 Small, Round, metal screw cap (3 doz. box)	16.00 "	12 " "

# CARTER'S SPECIAL INKS

## JEWEL INKS

In cooperation with the color stylists of leading women's publications and outstanding makers of social stationery, Carter offers four wholly different inks.

Jewel Inks are toned inks, differing distinctly from the usual aniline colored inks. Each shade is in a jewel hue. Regal Amethyst is a shade of purple an ancient emperor would envy. Swiss Lapis is the liquid blue of the Mediterranean in June. Chinese Jade catches the depth and richness of dark jade. Russet Coral blends the richest of browns with a touch of ox blood.

Only Jewel Inks reflect the perfect harmonies and contrasts with modern tinted papers. This is because only Jewel Inks are made with a definite advance knowledge of style trends in social stationery.

No.		List Price	Shipping Weight
47	2 oz. Cube, Regal Amethyst, gold screw cap	\$ 3.50 Doz.	7 lbs. Doz.
57	2 oz. Cube, Chinese Jade, gold screw cap	3.50 "	7 " "
67	2 oz. Cube, Swiss Lapis, gold screw cap	3.50 "	7 " "
77	2 oz. Cube, Russet Coral, gold screw cap	3.50 "	7 " "
7777	2 oz. Cube, Assorted Colors, gold screw cap	3.50 "	7 " "

## JEWEL DESK STANDS

The ideal gift for a lady's desk! The convenience of the patented Carter's Cube-Stand in lustrous gold coupled with Carter's Jewel Inks in any of the four jewel tones—in a cellophane wrapped art "jewel box" designed by a noted New York artist.

The perfect bridge prize or remembrance. The correct answer to the universal demand for "an unusual and fine gift for a dollar."

No.		List Price	Shipping Weight
7-47	Regal Amethyst Jewel Desk Set, individual gold gift box	\$12.00 Doz.	9 lbs. Doz.
7-57	Chinese Jade Jewel Desk Set, individual gold gift box	12.00 "	9 " "
7-67	Swiss Lapis Jewel Desk Set, individual gold gift box	12.00 "	9 " "
7-77	Russet Coral Jewel Desk Set, individual gold gift box	12.00 "	9 " "

(See Page 11 for other Carter Desk Sets)

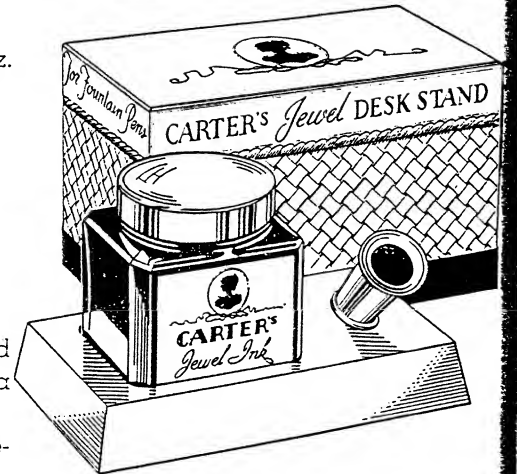
## SILVER INK

The ink for use with steel pen or brush with a true silver sheen without an aluminum cast. Silver Ink is especially attractive in combination with dark green and red gift wrappings—and on greeting cards. Silver writing on cards accompanying flowers is the smartest style of the year.

No.		List Price	Shipping Weight
432	½ oz. Square, molded screw cap	\$ 2.50 Doz.	2 lbs. Doz.
438	Small, Round, molded screw cap (3 doz. box)	18.00 Gro.	12 " Gro.
M438	Small, Round, metal screw cap (3 doz. box)	16.00 "	12 " "



47



7



432



438



M438



# CARTER'S SPECIALTIES



422

## NUMBERING MACHINE INK

For use with all makes of numbering machines, dating, stamping and all other devices using metal type. **Not for use with rubber stamps.**

By the use of a pure sperm whale oil base (such as is used by watch makers) Carter's Numbering Machine Inks actually lubricate the working parts of the device instead of gumming the mechanism.

Made in five brilliant colors: Black, Red, Blue, Purple and Green.

No.	List Price	Shipping Weight
429 Gallon Glass Jug, screw cap	\$20.00 Ea.	15 lbs. Ea.
428 Quart, Round, screw cap	5.50 "	4 " "
427 Pint, Round, screw cap	3.50 "	2½ " "
426 Half-Pint, Round, screw cap	2.00 "	1½ " "
425 4 oz. Cylinder, screw cap	15.00 Doz.	8 " Doz.
424 2 oz. Cylinder, screw cap	7.50 "	5 " "
423 1 oz. Round, screw cap, brush attached	5.50 "	3 " "
422 ½ oz. Round, screw cap, brush attached	3.50 "	2 " "
421 Small, Round, screw cap	2.00 "	1 " "

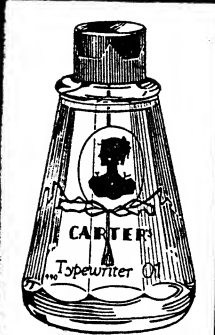


435

## GOLD PAINT

For use with brush on wood or paper. Covers evenly and smoothly with a single brush stroke. Not to be confused with bronzy powder mixtures. Carter's Gold Paint is highly recommended for gilding picture and mirror frames and re-touching and decorating furniture.

No.	List Price	Shipping Weight
435 1 oz. Round, individual wood case, separate brush	\$ 6.50 Doz.	2½ lbs. Doz.
436 ½ oz. Round, screw cap	2.75 "	1½ " "



990

## TYPEWRITER OIL

A lubricant refined expressly for the most delicate machinery. Typewriters and office devices require a light bodied oil which flows easily and does not gum. The Jewel Oil bottle (No. 990) fits neatly into desk drawers and the carefully designed soft brush changes a distasteful chore into a moment's easy work. Because of its exceptionally fine quality, it is the wisest choice for the many home devices requiring lubrication such as vacuum cleaners, carpet sweepers and electric fans.

The Ideal Oil Can (No. 995) is recommended for home use.

No.	List Price	Shipping Weight
990 1 oz. Jewel Oil, screw cap, applicator attached	\$ 2.00 Doz.	3 lbs. Doz.
992 2 oz. Cylinder, screw cap	2.40 "	5 " "
993 4 oz. Cylinder, screw cap	3.60 "	9 " "
994 8 oz. Cylinder, screw cap	6.50 "	16 " "
995 3 oz. Oval Can, pourout spout	4.00 "	4 " "
996 Pint, Round, screw cap	10.60 "	26 " "
997 Quart, Round, screw cap	16.20 "	48 " "

## MUSIC WRITING INK

A jet black, free flowing **waterproof** ink made to meet every music writing need. A ready-made market exists with bands, orchestras, conservatories of music, composers and music teachers:

No.	List Price	Shipping Weight
111 Quart, Round, pourout	\$25.00 Doz.	46 lbs. Doz.
112 Pint, Round, pourout	15.00 "	26 " "
113 Half-Pint, Round, pourout	9.00 "	16 " "
116 2 oz. Cube, screw cap	3.00 "	5½ " "



995

# CARTER'S SPECIALTIES

## CHECK PROTECTOR INK

Carter leadership in the indelible field is reflected in its protector inks. They are ineradicable by any chemical known to science. Each color is strong, intense and permanent. The safety nozzle tube protects the hands of the user and is conveniently shaped for use with large and small check protecting machines. Made in Black, Red and Blue.

No.	List Price	Shipping Weight
372 1/2 oz. Tube, Safety Spreader Nozzle, individual carton (Black, Red and Blue)	\$ 3.25 Doz.	1 lb. Doz.

## HEKTOGRAPH INKS

Hektograph process work is increasing with great rapidity due to new and improved duplication devices. Only Carter manufactures a complete hektograph line including hektograph inks, hektograph typewriter ribbons, hektograph carbon papers for use on gelatin pads and spirit hektograph machines and intense purple hektograph leads for mechanical pencils.

Carter's Hektograph Inks enjoy world wide demand because of their fine flow from the pen, sharp vivid colors and unequalled copying strength. Original writings will yield from 50 to 100 clean cut copies depending upon the color and heaviness of writing on the original. Purple is the strongest copying color.

The growth of use of hektograph copies for sales bulletins, inter-office notices, invoicing, shop orders, restaurant menus and circular letters is due to economy of duplication and speed of issuance. Increased use of several colors on one original together with illustrations has developed a new market for stationers.

	Gallon	Quart	Pint	Half-Pint	1 Oz.
Purple	740	741	742	743	749
Green	750	751	752	753	759
Blue	760	761	762	763	769
Red	770	771	772	773	779
Black	780	781	782	783	789
Assorted					799
List Price	\$32.00	\$9.00	\$5.50	\$3.25	\$4.50
	Ea.	Ea.	Ea.	Ea.	Doz.
Shipping Weight	15 lbs.	4 lbs.	2 1/2 lbs.	1 1/2 lbs.	3 lbs.
	Ea.	Ea.	Ea.	Ea.	Doz.

## TYPE CLEANER

For use with typewriters, adding machines, numbering machines and all devices using metal type. It is non-inflammable and will not affect enamel.

No.	List Price	Shipping Weight
998 1 oz. Bottle, molded screw cap	\$16.00 Gro.	48 lbs. Gro.

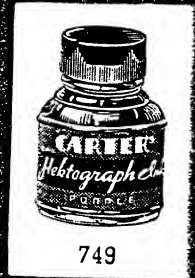
## Carter Also Makes:

- Gauge Ink
- Last Ink for marking shoe lasts
- Photometer Ink for glass marking
- School Inks
- School Paste
- Special White and Yellow Stamping Ink for glove manufacturers

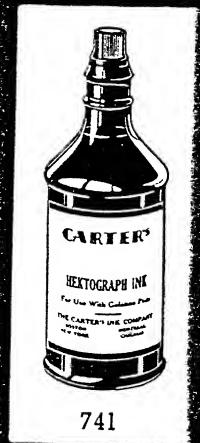
Write for information and prices



372



749



741

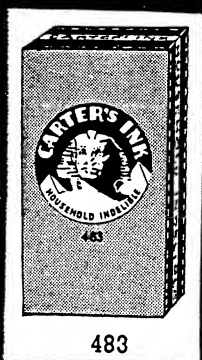


998

# CARTER'S INDELIBLE INKS



481



483



484



M484



185

## CARTER'S INDELIBLE INKS

Every high grade collar made in the United States is stamped with one of Carter's indelible inks. The reason why all leading collar and shirt manufacturers have for a generation given Carter's the preference is that a single marking stands up black and clear for the lifetime of the article.

Carter's Indelible Inks are also the choice of laundries, steamship companies, hotels, restaurants, clubs and institutions; for marking sheets, pillow cases, table linen and underwear.

Carter's Indelible Inks cover every need and special attention is directed to the newest marking ink, Carter's Dry Cleaners Ink. This is the first and only ink developed for this already large field. Alert stationers with outside salesmen have built up pleasingly large sales by specializing in this field, often left solely to laundry supply houses. Carter's Indelible Inks for use with pen and rubber stamps dominate the huge home use field.

## HOUSEHOLD INDELIBLE INK (Black only)

As the name implies, this ink is primarily designed for use in the home. It is the best type for use with pen in marking table linen, bed linen, handkerchiefs, clothing, etc., and is used in the home, in hospitals, restaurants, schools and institutions. There are many special ways in which this ink can be used, such as for marking rubbers, overshoes, etc. It is the standard for use in schools and summer camps. **Heat must not be applied before washing.**

No.	List Price	Shipping Weight
480 Gallon Glass Jug, pourout	\$18.00 Ea.	15 lbs. Ea.
480A Quart, Round, screw cap	5.00 "	4 " "
480B Pint, Round, screw cap	3.00 "	2½ " "
480C Half-Pint, Round, screw cap	1.75 "	1½ " "
480D 4 oz. Round, screw cap	12.00 Doz.	9 " Doz.
481 ½ oz. Household Outfit, round bottle, marking pen and holder, wooden stretcher, individual box	3.50 "	2½ " "
483 Small, Round, marking pen and holder, individual carton	2.00 "	1 " "
484 Small, Round, molded screw cap	18.00 Gro.	10 " Gro.
M484 Small, Round, metal screw cap	16.00 "	10 " "

## DRY CLEANERS INK (Black only)

Dry cleaners use solvents which demand a wholly different type of ink from the indelible inks previously described.

Carter alone has developed this special ink which meets precisely the needs of this important and growing field. Sharpest writings, clearly legible after many cleanings are coupled with quick starting and even flow in steel or fountain pen.

Carter's Dry Cleaners Ink has the added advantage of working ideally in glove marking, which alone makes it outstanding for dry cleaners' use.

The two ounce Cube No. 185 fits No. 10 and No. 20 Carter Cube-Stands (see page 11) and the combination is ideal for dry cleaners' requirements.

No.	List Price	Shipping Weight
180 Gallon Glass Jug, pourout	\$ 6.50 Ea.	15 lbs. Ea.
181 Quart, Round, pourout	24.00 Doz.	49 " Doz.
182 Pint, Round, pourout	14.50 "	26 " "
183 Half-Pint, Round, pourout	8.75 "	16 " "
185 2 oz. Cube, screw cap	3.00 "	5½ " "

# CARTER'S INDELIBLE INKS

## STAMPING INDELIBLE INK (Black only)

For use with rubber stamps. This is the choice of hotels, steamship companies and other large users to identify their bed and table linen—usually with emblems and text. The sharpness of impressions coupled with the maintained intense black makes Carter's Indelible Stamping Ink the winner in most severe comparative tests.

Heat must not be applied before washing.

No.	List Price	Shipping Weight
400 Gallon Glass Jug, plain cork	\$18.00 Ea.	15 lbs. Ea.
401 Quart, Round, screw cap	5.00 "	4 " "
402 Pint, Round, screw cap	3.00 "	2½ " "
403 Half-Pint, Round, screw cap	1.75 "	1½ " "
406 2 oz. Cylinder, screw cap	9.00 Doz.	6 " Doz.
407 1 oz. Round, screw cap	6.50 "	3 " "
408 ½ oz. Round, screw cap	3.50 "	1½ " "
409 Small, Round, molded screw cap	18.00 Gro.	12 " Gro.
M409 Small, Round, metal screw cap	16.00 "	12 " "
1030 Stamp Pad (dry), small vial stamping indelible ink and brush	3.50 Doz.	2 " Doz.



409



M409

## LAUNDRY INDELIBLE INK

This ink is designed primarily for laundry use with marking machines or steel marking pens. Its writings remain distinct even after many washings and remain clearly legible throughout the lifetime of the garment marked.

No.	List Price	Shipping Weight
590 Gallon Glass Jug, plain cork	\$18.00 Ea.	15 lbs. Ea.
591 Quart, Round, screw cap	5.00 "	4 " "
592 Pint, Round, screw cap	3.00 "	2½ " "
593 Half-Pint, Round, screw cap	1.75 "	1½ " "



591

## TROY INDELIBLE INK

This is a special ink designed for use on metal type stamping machines which use a roller for distributing the ink over the face of the type. This machine is used by collar and shirt manufacturers for marking sizes and trademarks. Prices on Application.

## NATIONAL TROY INDELIBLE INK

This ink is similar to Troy Indelible Ink except that it is for machines which call for a slightly thinner ink. Prices on Application.

## BOX MARKING INKS

Waterproof inks, made in Black, Red and Blue, for use with stencil or with brush alone. Will not smear or run into the grain of the wood. Equally suitable for marking wood, pasteboard and burlap. Easily the highest quality marking inks on the market.

No.	List Price	Shipping Weight
120 Gallon Glass Jug, plain cork	\$ 4.00 Ea.	15 lbs. Ea.
121 Quart, Round, screw cap	15.00 Doz.	48 " Doz.
122 Pint, Round, screw cap	9.00 "	26 " "



121

# CARTER'S INK ERASERS



## CARTER'S INK ERASERS

Carter's Ink Eraser Family now includes both two solution and one solution erasers which are modern, convenient and effective.

The one objection to all ink erasers, whether liquid or rubber abrasive—has been the feathering of rewritings. Carter's two solution Inky Racer (patent applied for), by a splendid laboratory achievement **actually re-surfaces the paper.**

Tests made of many writings, removals and rewritings over the same spot prove the paper to be fully re-surfaced with absolutely no trace of blurring or feathering in the final writing. Note the unretouched photographs on page 19.

Carter's Inky Racer (patent applied for) dries quickly. Unlike all other chemical erasers, it has no tendency to darken the re-writings. Note the marked darkening where other two solution erasers were used.

Ink stains and many other old and new stains are usually removable by following exactly the directions included with each Inky Racer set. These instructions represent hundreds of experiments in laboratories and homes.

Carter's Flow-Control Dropper Applicator is the one convenient and economical method of applying liquid ink eraser.

The Carter Flow-Control Dropper Applicator is a decided convenience for all users of ink erasers. It enables the user to regulate accurately the amount of liquid and to complete large jobs without repeated dippings. Surplus liquid can be removed instantly.



## INKY RACER

Carter's Inky Racer (No. 492) is preferable for use when neatest re-writings are essential. It actually re-sizes the paper. It is best for old or stubborn stains or for removing stains from table cloths, clothing and rugs.

No.	List Price	Shipping Weight
492 Two solution Inky Racer, dropper applicators, (slip cover metal box)	\$ 4.50 Doz.	5 lbs. Doz.

## RYTOFF

One solution Ink Eraser. For removal of fresh writings and blots from paper, Rytuff is the instantaneous answer.

By a masterly combination of chemicals, Carter now offers an improved Rytuff, the quickest, most effective solution for quick ink removal. The new No. 499, listed below makes ten cent sales in place of five cent rubber eraser sales.

No.	List Price	Shipping Weight
495 Rytuff, one solution eradicator, dropper applicator, individual metal box	\$ 3.50 Doz.	4 lbs. Doz.
499 Rytuff, small bottle, glass rod applicator	16.00 Gro.	24 " Gro.





# CARTER'S INK ERASERS

## A TEST THAT SPEAKS FOR ITSELF

### CARTER'S NO. 492

**NEW**  
Carter's Ink Eraser  
No. 492  
(Patent Applied For)

Carter's New Ink Eraser actually replaces the surface of the paper. Writings can be made over the erasure without feathering or blurring.

In the test below, the first word in each line was erased and then the word was written in again over the erasure.

Note that each erasure steadily improves the surface.

The use of any other liquid Ink Eraser would have resulted in badly blurred writings—growing more feathery with each application.

*First word erased and rewritten*  
*First word erased and rewritten 2 times*  
*First word erased and rewritten 3 times*  
*First word erased and rewritten 4 times*  
*First word erased and rewritten 5 times*

### COMPETITOR A

**NEW**  
Carter's Ink Eraser  
No. 492  
(Patent Applied For)

Carter's New Ink Eraser actually replaces the surface of the paper. Writings can be made over the erasure without feathering or blurring.

In the test below, the first word in each line was erased and then the word was written in again over the erasure.

Note that each erasure steadily improves the surface.

The use of any other liquid Ink Eraser would have resulted in badly blurred writings—growing more feathery with each application.

*First word erased and rewritten*  
*First word erased and rewritten 2 times*  
*First word erased and rewritten 3 times*  
*First word erased and rewritten 4 times*  
*First word erased and rewritten 5 times*

### COMPETITOR B

**NEW**  
Carter's Ink Eraser  
No. 492  
(Patent Applied For)

Carter's New Ink Eraser actually replaces the surface of the paper. Writings can be made over the erasure without feathering or blurring.

In the test below, the first word in each line was erased and then the word was written in again over the erasure.

Note that each erasure steadily improves the surface.

The use of any other liquid Ink Eraser would have resulted in badly blurred writings—growing more feathery with each application.

*First word erased and rewritten once*  
*First word erased and rewritten twice*  
*First word erased and rewritten 3 times*  
*First word erased and rewritten 4 times*  
*First word erased and rewritten 5 times*

# CARTER'S TEMPERA COLORS



531



532



536



139

## CARTER'S VELVET TEMPERA COLORS

Carter was a pioneer in both the glossy finish and the later flat or velvet finish poster colors. Years of experience in grinding colors to ultimate fineness for use in typewriter ribbons and carbon papers are largely responsible for success in the tempera color field. Carter builds these finely dispersed colors into the best covering and most brilliant hues.

The wide range and the completeness of the line with its twenty-seven hues make it possible to achieve color harmony with surprising facility.

The packages are distinctive in themselves with copper and black labels which add greatly to the display value and are more practical because they are easy to keep clean.

## EXTRA STRENGTH

Carter's Colors are made from the strongest and purest pigments, many of which are not ordinarily used in show card colors, due to high cost. They are the most concentrated, fullest bodied water colors ever offered the public.

To obtain the results secured by professional artists, the color must be thoroughly stirred until a smooth uniform consistency is attained.

Color should be worked out on a palette with a brush (instead of using directly from jar) adding sufficient water to give proper brushing consistency.

Carter's VelVet Tempera Colors are used by commercial artists, designers, poster artists for theatrical displays, advertising departments and in all grades of educational art work.

The superiority of Carter's Colors is the result of constant and extensive research by the Carter Laboratories. Leading artists, designers, poster artists, advertising departments and art schools use Carter's VelVet Tempera Colors because:

1. They have the free flowing qualities that make for speed and good workmanship.
2. Their covering quality is unsurpassed.
3. Colors can be applied over other colors without bleeding.
4. They dry quickly.
5. They appear just as brilliant on paper as in the jar.

## Outstanding Carter Color Features:

1. Their extra strength means extra value.
2. They spread evenly and smoothly.
3. Their coverage is complete on a single brush stroke.
4. Hues are scientifically spaced.

# CARTER'S TEMPERA COLORS

## CARTER'S VELVET TEMPERA COLORS

### Spectrum hues

Red Orange	Yellow	Blue Green	Red Violet
Orange	Yellow Green	Blue	Red
Orange Yellow	Green	Violet Blue	Violet

### Additional hues

Black	Magenta	Yellow Brown	Dark Green
White	Dark Red	Red Brown	Deep Green
Gray	Extra Dark Red	Lustre Black	Gold
Vermilion	Light Yellow	Dark Blue	Silver

No.		List Price		Shipping Weight
		All Colors	Gold & Silver	
530	Gallon Glass Jar, screw cap	\$ 6.50 Ea.	\$15.00 Ea.	17-23 lbs. Ea.
531	Quart Jar, screw cap	24.00 Doz.	45.00 Doz.	58 " Doz.
532	Pint Jar, screw cap	14.50 "	30.00 "	34 " "
533	Half-Pint Jar, screw cap	8.75 "	16.00 "	18 " "
536	2 oz. Jar, screw cap	3.00 "	4.50 "	6 " "
538	2 oz. Jar, screw cap, assorted colors	3.00 "		6 " "
139	¼ oz. Jar, screw cap	16.00 Gro.	36.00 Gro.	32 " Gro.



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137

## CARTER'S VELVET TEMPERA BOX SETS

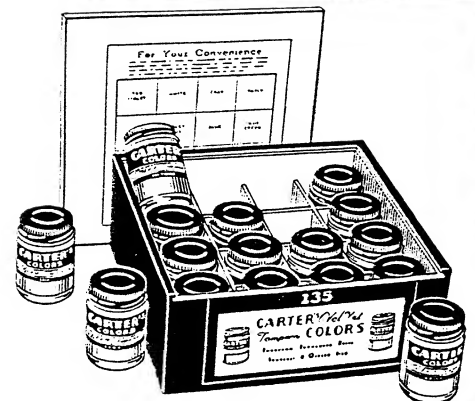
(See illustrations in margin)

All sets contain wood stirring sticks, color card or color mixing chart

	List Price	Shipping Weight
135 Sixteen ¼ oz. jars, Student Spectrum Set in slide cover wood box. Colors included are the twelve spectrum hues and Black, White, Gray and Red Brown	\$21.60 Doz. Sets	41 lbs. Doz. Sets
136 Six ¾ oz. jars in decorated work box. Colors included are: Black, White, Yellow, Red, Violet Blue and Green	8.50 " "	19 " " "
137 Twelve ¾ oz. jars, Student Box. Colors included are: Yellow, Vermilion, Red, Dark Red, Violet, Violet Blue, Blue, Dark Blue, Green, Yellow Brown, Black and White	17.00 " "	34 " " "
138 Twelve ¾ oz. jars, Student Set. Colors included are the same as above	16.00 " "	32 " " "



136



135

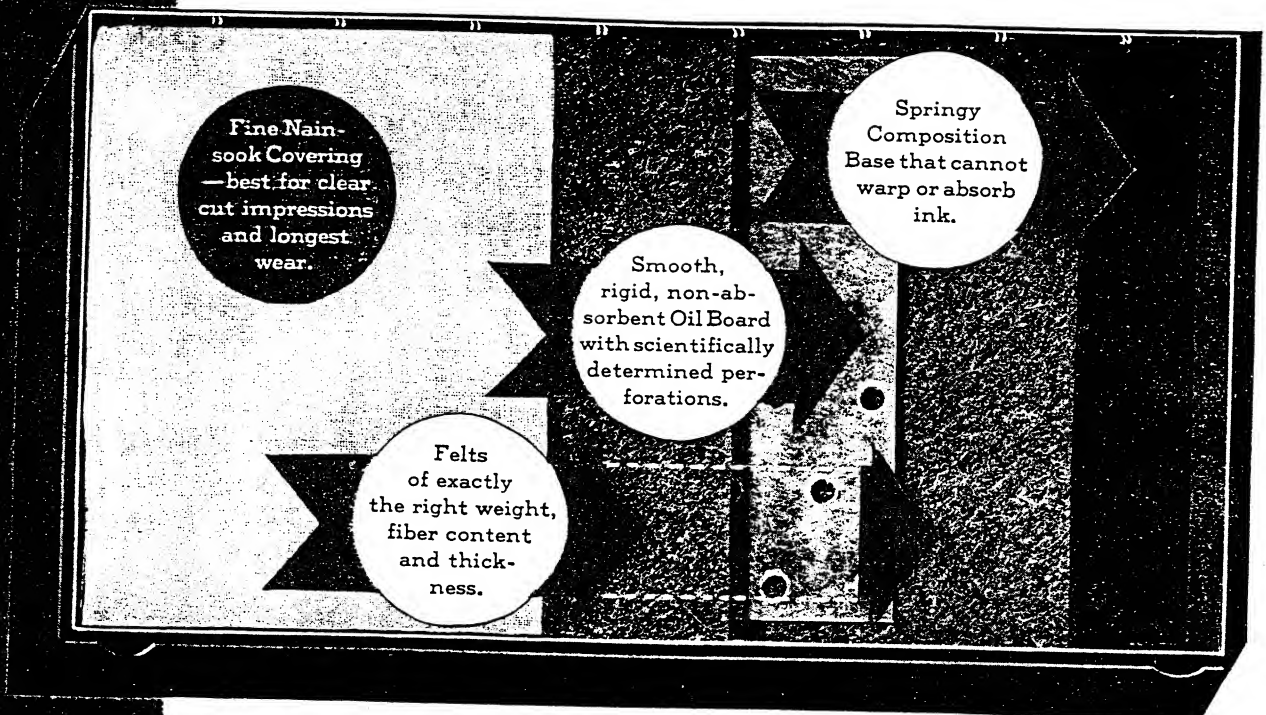
# CARTER'S STAMP PADS

## WHY CARTER STAMP PADS LEAD

1. Longest Wear
2. Patented "Pump Action"
3. 100,000 Impressions Guaranteed
4. Vivid Colors
5. Clear Cut Impressions
6. Cellophane Wrap
7. Outstanding Beauty

## PATENTED PUMP ACTION

Ordinary stamp pad construction has a blotter between layers of felt which leads to pulpy pockets in the center of the pad and to uneven impressions.



Study the patented "Pump Action" construction shown in the cut. Notice the five distinct layers. The surface is fine nainsook—best for clear impressions and long wear. Between the two felts is a non-absorbent, perforated oil board which under pressure becomes a pump.

Scientific research determined exactly the right number of perforations and their size and location. The result is that ink is pumped to the stamping surface in exact relation to the amount of pressure used. The surface is re-inked perfectly over the area from which the ink is taken from the pad to the rubber stamp.

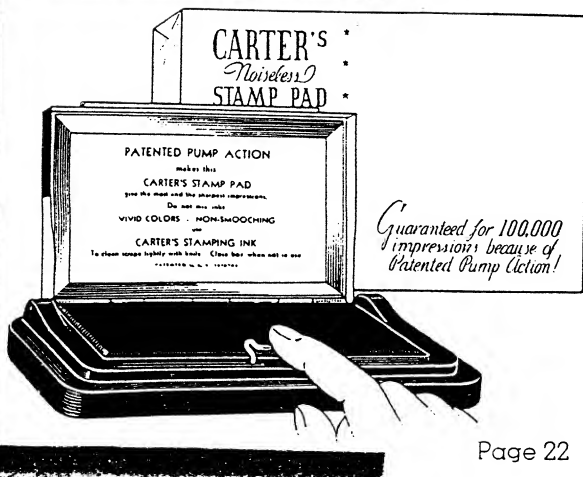
The "pump" is smooth as glass, rigid and floating so that sharpest, clearest impressions are inevitable.

In place of the usual wooden block, Carter pads have a springy composition base that cannot warp or absorb ink and which reduces wrist shock.

Heavy weight, moisture proof cellophane protects the beautiful boxes from marring and their contents from both excessive dryness and excessive humidity. This means that each pad reaches the user in exactly the same condition that it left the factory.

Absolute uniformity of inking is secured by a process which forces exactly the right amount of ink into the felt pads. This is the result of many experiments made in the Carter Laboratories and under service conditions.

Pure glycerine base inks and finest dyes combine to make stronger, more intense colors coupled with longest wear.



# CARTER'S STAMP PADS

Carter's Stamp Pads come in five colors and five sizes. Most attractive cover designs, in matching colors in the popular sizes, make it easy to select the right color at a glance when more than one pad is used on a desk or table or in an office department.

Color	Size 00 1½ x 2¾	Size 0 2¼ x 3½	Size 1 2¾ x 4¼	Size 2 3¼ x 6¼	Size 3 4½ x 7½
Purple	1004	1040	1041	1042	1043
Green	1005	1050	1051	1052	1053
Blue	1006	1060	1061	1062	1063
Red	1007	1070	1071	1072	1073
Black	1008	1080	1081	1082	1083
Assorted	1009	1090	1091	1092	1093
List Price	\$2.50	\$3.10	\$4.00	\$6.25	\$13.75
Doz.	Doz.	Doz.	Doz.	Doz.	Doz.
Shipping Weight	1½ lbs.	2½ lbs.	3½ lbs.	5½ lbs.	9 lbs.
Doz.	Doz.	Doz.	Doz.	Doz.	Doz.

Uninked Pads are supplied in above sizes at the same prices as inked pads.

## COUNTER DISPLAY ASSORTMENT

No.	List Price	Shipping Weight
1000 1 doz. ea. Size 0 and 1 Pads, assorted, display box	\$ 7.10 ea.	7 lbs. Ea.

## NOISELESS PADS

This patented de luxe Size 1 Pad has the famous "100,000 Impressions Guaranteed Pump Action construction," built into a shock-proof, scratch-proof, noiseless live rubber base.

The cover springs upright when the catch is released, saving time and preventing soiling of fingers. The air cushioned base prevents tiring of wrists. Each pad is packed in a gold covered box which is cellophane wrapped.

No.	List Price	Shipping Weight
1024 Purple	\$12.00 Doz.	8 lbs. Doz.
1025 Green	12.00 "	8 " "
1026 Blue	12.00 "	8 " "
1027 Red	12.00 "	8 " "
1028 Black	12.00 "	8 " "
1029 Assorted	12.00 "	8 " "

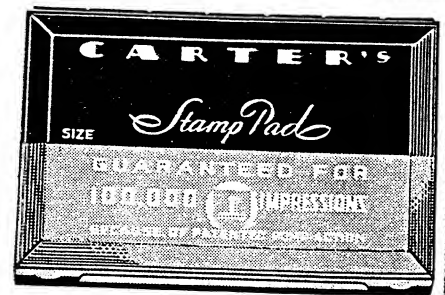
## INDELIBLE STAMP PAD OUTFIT

For marking cloth with rubber stamp. Largely used by students at school. Outfit consists of a small dry pad, a vial of indelible ink and a small brush to apply. Heat must not be applied before washing.

No.	List Price	Shipping Weight
1030 Stamp Pad (dry), small vial Stamping Indelible ink and brush	\$ 3.50 Doz.	2 lbs. Doz.



Size 0



Size 1



1030



# CARTER'S STAMPING INKS

## STAMPING INKS

Carter Stamping Inks are made from dyestuffs of highest purity and concentration, chemically pure glycerine and other laboratory selected materials. They are noted for their brilliant colors and clean cut impressions. Supplied in Black, Blue, Red, Purple and Green.



416

No.		List Price	Shipping Weight
410	Gallon Glass Jug, plain cork	\$16.00 Ea.	16 lbs. Ea.
416	Quart, Round, screw cap	54.00 Doz.	54 " Doz.
415	Pint, Round, screw cap	33.00 "	27 " "
414	Half-Pint, Round, screw cap	21.00 "	16 " "
413	4 oz. Round, screw cap	12.00 "	9 " "
411	2 oz. Round, screw cap, brush attached	4.50 "	6 " "
411½	1 oz. Round, screw cap, brush attached	3.50 "	3½ " "
412	½ oz. Round, screw cap, brush attached	2.00 "	2 " "



411

## BLUR-NOT STAMP PAD INK

For those who desire a sharp, clean-cut imprint which dries instantly and does not offset. Made in Black, Blue, Red and Purple.

No.		List Price	Shipping Weight
450	Gallon Glass Jug, plain cork	\$18.00 Ea.	16 lbs. Ea.
451	Quart, Round, screw cap	5.00 "	4½ " "
452	Pint, Round, screw cap	3.00 "	2½ " "
453	Half-Pint, Round, screw cap	1.80 "	1½ " "
454	4 oz. Round, screw cap	1.10 "	1 " "
459	1½ oz. Round Can, screw cap	6.00 Doz.	4 " Doz.



411½

## STAMPING INDELIBLE INK (Black Only)

For use with rubber stamps. This is the choice of hotels, steamship companies and other large users to identify bed and table linen—usually with emblems and text. The sharpness of impressions coupled with the maintained intense black makes Carter's Indelible Stamping Ink the winner in most severe comparative tests. **Heat must not be applied before washing.**

No.		List Price	Shipping Weight
400	Gallon Glass Jug, plain cork	\$18.00 Ea.	16 lbs. Ea.
401	Quart, Round, screw cap	5.00 "	4½ " "
402	Pint, Round, screw cap	3.00 "	2½ " "
403	Half-Pint, Round, screw cap	1.75 "	1½ " "
406	2 oz. Cylinder, screw cap	9.00 Doz.	6 " Doz.
407	1 oz. Round, screw cap	6.50 "	3 " "
408	½ oz. Round, screw cap	3.50 "	1½ " "
409	Small, Round, molded screw cap	18.00 Gro.	12 " Gro.
M409	Small, Round, metal screw cap	16.00 "	12 " "



412

# ADHESIVE FACTS

## ADHESIVE FACTS

The purpose of an adhesive is to bind two surfaces together.

Modern needs are far different from the "flour and water" home made mixtures of early years. Today Carter offers the only complete line of office, home and school adhesives, which meet such different requirements as movable sticking (Paper Cement) and mending wrestling mats (Cartex).

Adhesives are correctly classified by their consistency—Liquid, Semi-Liquid and Solid. Cico, Mucilage, Glue and Minute Cement are Liquid Adhesives. Paper Cement and Fabric Paste are Semi-Liquids. Photolibrary Paste and Cartex are Solid Adhesives.

Cico Liquid Paste is made from starches and dextrines by a secret process that has successfully defied duplication.

Mucilages are made from water soluble tree gums selected from the finest grown in Africa and Asia Minor.

Carter's Liquid Glue is made from the strongest and most elastic materials used in glue making. It differs from all other glues in retaining its plasticity indefinitely in temperatures higher than would be found in any home.

Minute Cement—best for mending glass and china—is a solution of nitro-cellulose in volatile solvents. The base material is also used in making gun cotton, celluloid and photographic film.

Paper Cement—best for movable sticking—is prepared by dissolving crepe rubber with volatile solvents in a churning process. It is known as "the dry adhesive" although semi-liquid because it rubs off like art gum leaving hands and paper clean.

Fabric Paste is a rubber latex product. Rubber latex is comparable to milk in that the colloidal particles of rubber are dispersed in a liquid serum just as is the case with butter fat or cream in whole milk. This "milk of the rubber tree" is shipped in tank vessels from plantations in the East Indies. It is concentrated by a centrifuging process much as cream is separated from bulk milk. It is then chemically treated to bring out the necessary properties for adhesive use.

Photolibrary Paste is made by chemical processes from partly hydrolized starches called dextrines. The process is an involved one resulting in material which is classed between a starch and a sugar. The finest potato starches come from Holland and Germany; the best rice starch comes from China, and the U. S. A. leads in quality in both corn and wheat starches.

Cartex, like Fabric Paste, is made from pure rubber latex. It is super-concentrated by an exclusive process so as to produce an adhesive having a smooth, creamy consistency. "Spreads like cold cream—sticks like cement" is a word picture correct in every detail. Cartex is clean to use and has 1,000 uses in sticking, mending, and making. It does not cockle the most delicate tissues yet it holds firmly even patches on yacht sails and metal to felt on banners.

**CICO**

**GREAT STICKIST**

**STIKIST**

**ARABEX**

**ARABIN**

**MUCILAGES**

**GUARDSMAN GLUE**

**MINUTE CEMENT**

**LIQUID RUBBER**

**PAPER CEMENT**

**FABRIC PASTE**

**PHOTOLIBRARY**

**PASTE**

**CARTEX**

# CARTER'S WHITE PASTE

## PHOTOLIBRARY PASTE

Carter's Photolibrary Paste has a strong, quick grip with exceptional covering capacity. It is blue-white and of soft creamy texture and spreads quickly and evenly.

It may be used on tinted papers, crêpe papers and photographs without the slightest fear of discoloration. It is preferred by many for paper sticking.

The Waterwell Jars, with brush and center well for water, are most convenient for all users.



151



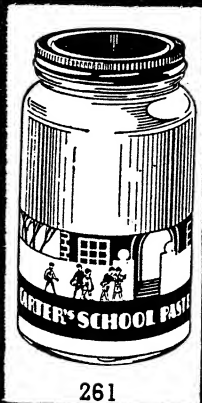
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305



255



261

No.	List Price	Shipping Weight
150	Gallon Glass Jar, screw cap, bail handle	\$ 5.00 Ea. 15 lbs. Ea.
151	Quart Jar, screw cap	18.00 Doz. 48 " Doz.
152	Pint Jar, screw cap	10.80 " 26 " "
153	Half-Pint Jar, screw cap, separate brush	6.50 " 16 " "
154	4 oz. Jar, screw cap, separate brush	3.50 " 8 " "
157	2½ oz. Jar, screw cap, rubber spreader attached (3 doz. box)	16.00 Gro. 78 " Gro.
158	2½ oz. Jar, screw cap, rubber spreader attached (1 doz. box)	17.00 " 78 " "
M157	2½ oz. Jar, screw cap, metal handle brush (3 doz. box)	15.00 " 73 " "
M158	2½ oz. Jar, screw cap, metal handle brush (1 doz. box)	16.00 " 73 " "
TUBE		
255	1½" x 6" Jumbo Tube Paste	16.00 " 48 " "
WATERWELL JARS		
303	Half-Pint Jar, center well, dome screw cap and brush	8.00 Doz. 23 " Doz.
304	6 oz. Opal Jar, center well, dome screw cap and brush	5.25 " 14 " "
305	4 oz. Jar, center well, dome screw cap and brush	3.00 " 9 " "

## DAY'S WHITE PASTE

An excellent quality stiff white paste, priced for quantity users. Newspaper offices and photographers use large quantities.

Prices of larger sizes on application.

No.	List Price	Shipping Weight
950	12 Pound (1 1/5 Gal.) Tin Pail, slip cover	\$60.00 Doz. 186 lbs. Doz.
960	6 Pound (3/5 Gal.) Tin Pail, slip cover	30.00 " 102 " "

## SCHOOL PASTE AND INKS

Carter's School Paste and School Inks are supplied in gallons, quarts and pints. Complete School Supply Catalog sent on request.

# CARTER'S CICO

## CICO

Until the Carter laboratories developed Cico, there was not a wholly satisfactory desk adhesive on the market. White pastes had the tendency to dry out in their containers unless water was kept in waterwells. Mucilage was not altogether satisfactory for many reasons but had the convenience of being always ready for use.

Carter's Cico combined the best points of existing adhesives and became the standard adhesive in office and home. The No. 724, 6 ounce desk jar is the best known, largest selling desk adhesive in America. Both No. 724 and its companion package No. 723 are equipped with the new Carterset brush. Carefully selected bristles firmly anchored to the molded plastic handle make it the brush that "always spreads and never sheds."

Cico, the original liquid paste, requires no water, does not dry up or discolor and is always ready for instant use. It sticks best when spread thin.

Cico, best for paper sticking, was developed over twenty-five years ago by the Carter laboratories for Carter's world-wide export trade. It has stood every test in hot and dry and in hot and moist climates from Cuba to the Philippines and from South Africa to Tasmania.

The eight ounce and six ounce desk jars are in handsome opal glass containers that enhance the beauty of any desk or writing table.



701



724



727

No.	List Price	Shipping Weight
700 Gallon Glass Jar, screw cap	\$ 5.00 Ea.	15 lbs. Ea.
701 Quart Jar, screw cap	20.00 Doz.	48 " Doz.
702 Pint Jar, screw cap	12.00 "	26 " "
723 8 oz. Opal Desk Jar, dome screw cap, adjustable Carterset brush	8.00 "	15 " "
724 6 oz. Opal Desk Jar, dome screw cap, adjustable Carterset brush	5.25 "	12 " "
705 3½ oz. Desk Jar, dome screw cap, adjustable rubber spreader	3.25 "	8 " "
727 2½ oz. Colonial Cone, rubber spreader attached (3 doz. box)	16.00 Gro.	76 " Gro.
728 2½ oz. Colonial Cone, rubber spreader attached (1 doz. box)	17.00 "	76 " "

### TUBES

715 1½" x 6" Jumbo Tube, screw cap	16.00 "	42 " "
719 7/8" x 5" Rubber Spreader Tube, metal plug	16.00 "	30 " "
725 1" x 6" Rubber Spreader Tube, metal plug, individual carton	24.00 "	36 " "

## OFFICE PASTE

An inexpensive, good quality liquid paste. Available only in large sizes. The logical liquid paste for use by newspaper offices, clipping bureaus and mailing companies.

No.	List Price	Shipping Weight
650 Gallon Glass Jar, screw cap	\$ 4.00 Ea.	15 lbs. Ea.
651 Quart Jar, screw cap	15.00 Doz.	48 " Doz.
652 Pint Jar, screw cap	9.00 "	26 " "



715



719

# CARTER'S MUCILAGE

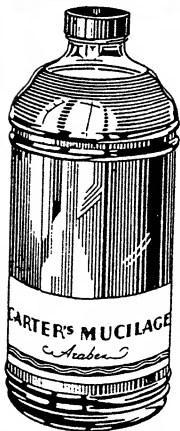
For three-quarters of a century, Carter's Mucilages have been recognized as standards of quality. The line includes transparent and opaque mucilages in containers fitted with rubber spreader tops and adjustable brushes, as well as large sizes in the new cube style bottles. There is a package for every use and every pocket-book. Note the wide range of transparent, golden brown and milky white adhesives.



201



343



211



224

## ARABEX

A transparent, pure gum sticker. Easily the best mucilage for use with kraft and bond papers and ordinary cellophane. It is equally good for general use because of its quick and sure grip. The popular Desk Jars are equipped with a convenient adjustable brush.

No.	List Price	Shipping Weight
210 Gallon Glass Jug, plain cork	\$ 6.00 Ea.	15 lbs. Ea.
211 Quart, Round, screw cap	20.00 Doz.	49 " Doz.
212 Pint, Round, screw cap	12.00 "	28 " "
224 6 oz. Desk Jar, dome screw cap, adjustable brush	5.25 "	12 " "
225 3½ oz. Desk Jar, dome screw cap, adjustable brush	3.25 "	8 " "

## ARABIN

A milky white adhesive, made of pure selected gums of unusual adhesive quality. It grasps quickly and sticks firmly.

No.	List Price	Shipping Weight
220 Gallon Glass Jug, plain cork	\$ 6.00 Ea.	15 lbs. Ea.
221 Cube Quart, screw cap	20.00 Doz.	49 " Doz.
222 Cube Pint, screw cap	12.00 "	28 " "

## GREAT STICKIST

A smooth, heavy, golden brown mucilage of excellent adhesive quality. New Carter formulas, increasing its specific gravity, have resulted in quicker grasping, speedier drying and greater permanence of sticking.

No.	List Price	Shipping Weight
200 Gallon Glass Jug, plain cork	\$ 6.00 Ea.	15 lbs. Ea.
201 Cube Quart, screw cap	20.00 Doz.	49 " Doz.
202 Cube Pint, screw cap	12.00 "	28 " "
203 Half-Pint, Round, screw cap	7.20 "	16 " "

## SUPERIOR ADHESIVE

A lower priced mucilage similar in color and consistency to Great Stickist. A very satisfactory mucilage where low price is of importance.

No.	List Price	Shipping Weight
330 Gallon Glass Jug, plain cork	\$ 4.00 Ea.	15 lbs. Ea.
331 Quart, Round, screw cap	15.00 Doz.	49 " Doz.
332 Pint, Round, screw cap	9.00 "	28 " "



# CARTER'S MUCILAGE AND GLUE

## RUBBER TOP SPREADER MUCILAGE (Stikist)

The New Carter "Self-Starting" Spreader, like a modern control faucet, gives smooth, even flow, regulated by the valve opening. Heavy pressure gives a greater flow, lighter pressure, a lesser flow.

Note the broad, straight "chisel edge" shown on Carter's new patented spreader allowing brush action spreading, a very important feature. This brush action allows large surfaces to be gummed with a minimum of effort.

The Self-Starting Spreader has, by its positive gravity feed, made possible the use of a new, heavier bodied, quicker grasping mucilage that has materially increased its sticking efficiency and economy.

No.	Description	List Price	Shipping Weight
363	3 oz. Octagonal, rubber top spreader	\$ 3.00 Doz.	7 lbs. Doz.
366	1½ oz. Round, rubber top spreader (3 doz. box)	16.00 Gro.	48 " Gro.
367	1½ oz. Round, rubber top spreader (1 doz. box)	16.00 "	48 " "
<b>JARS</b>			
343	2½ oz. Colonial Cone, rubber spreader attached (3 doz. box)	16.00 "	76 " "
344	2½ oz. Colonial Cone, rubber spreader attached (1 doz. box)	17.00 "	76 " "

## GUARDSMAN GLUE

To round out a leadership line of adhesives, the Carter Laboratories have recently developed the best of all liquid glues. Glue, best for wood sticking, should spread easily, dry rapidly, but remain plastic, and stick permanently.

The worth of a glue is determined by the length of time it retains its elasticity. Carter's Guardsman Glue holds its elasticity longer than any other glue. For this reason it is best for all joining work.

A test made with Guardsman Glue and nine other brands proved conclusively that Carter's Guardsman Glue is far superior. Carter's Guardsman Glue alone did not dry out and crack when exposed to conditions found in home and office. Full details of the test and specimen cards illustrating the wholly different character of Guardsman Glue will be sent on request.

No.	Description	List Price	Shipping Weight
730	Gallon Can, quick seal cap	\$ 4.00 Ea.	11 lbs. Ea.
731	Quart Can, quick seal cap	15.00 Doz.	36 " Doz.
732	Pint Can, quick seal cap	9.00 "	20 " "
733	Half-Pint Can, quick seal cap	6.00 "	12 " "
734	4 oz. Can, quick seal cap	4.00 "	6 " "
231	Round, screw cap, brush attached	24.00 Gro.	42 " Gro.
233	1 oz. Bottle, screw cap, separate spreader	16.00 "	41 " "
239	¾" x 4" Tube, screw sealed	16.00 "	24 " "

## GLUE PENCIL

Convenient and practical for mending. Excellent for photo mounting.

No.	Description	List Price	Shipping Weight
236	Glue Pencil, pin sealed, individual carton	\$24.00 Gro.	12 lbs. Gro.



367



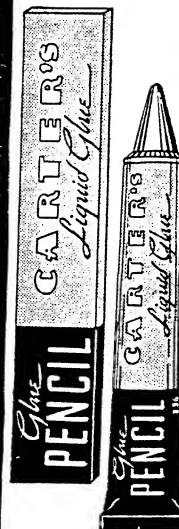
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233



239



236

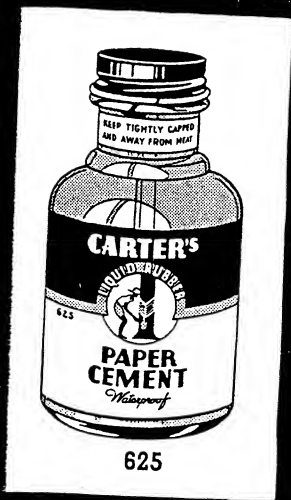
# CARTER'S SPECIAL ADHESIVES

## PAPER CEMENT — The Liquid Rubber Adhesive

Carter's Paper Cement is a white rubber product made especially for paper sticking. It spreads evenly and grasps quickly. It will not wrinkle or cockle even the thinnest tissues. Paper Cement is indispensable for layout work and scrap books. Excess cement may be removed cleanly from the paper, actually erasing dirt.

When used on non-absorbent paper, and applied to one surface only, movable sticking is possible. If applied to both surfaces of any type of paper, the result is a permanent union.

The handy desk jar of amber glass and the pure tin tubes prevent discoloration and deterioration.



625



467



469

No.	List Price	Shipping Weight
620 Gallon Can, quick seal cap	\$ 3.75 Ea.	15 lbs. Ea.
621 Quart Can, quick seal cap	13.25 Doz.	49 " Doz.
622 Pint Can, quick seal cap	8.00 "	26 " "
623 Half-Pint Can, quick seal cap	4.80 "	16 " "
625 4 oz. Amber Desk Jar, brush attached	3.00 "	8 " "

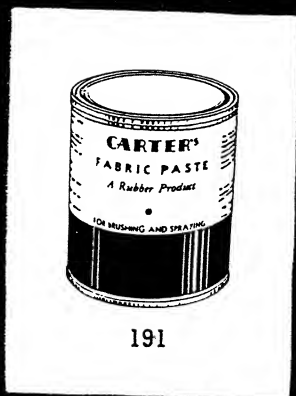
TUBES		
No.	List Price	Shipping Weight
467 1 1/8" x 6" Pure Tin Tube, screw cap	3.00 "	2 1/2 " "
469 3/4" x 4" Pure Tin Tube, screw cap	16.00 Gro.	10 " Gro.

## FABRIC PASTE

Fabric Paste (a latex product) is a companion product to Cartex, but is made with a much thinner body which permits the covering of large surfaces by brush applications. It can be used in a spray gun and may be diluted with household ammonia and water if found too heavy for a light spray.

This clean, flexible, waterproof adhesive is used in commercial sizes by Theatres, Sign Studios, Display Manufacturers, Department Store Window Trimmers, Interior Decorators, Upholsterers, Show Card Writers and many others for mounting and binding. It makes possible decided time savings in masking in paint and lacquer work.

Detailed information on the best ways to use Fabric Paste will be sent on request.



191

No.	List Price	Shipping Weight
190 Gallon Can, press-in cover	\$ 6.00 Ea.	10 lbs. Ea.
191 Quart Can, press-in cover	20.00 Doz.	33 " Doz.
192 Pint Can, press-in cover	12.00 "	19 " "
193 Half-Pint, press-in cover	7.20 "	11 " "

# CARTER'S SPECIAL ADHESIVES

## CARTEX—The Adhesive with a Thousand Uses NOT STICKY—BUT IT STICKS!

Cartex is pure sap of the rubber tree converted into a creamy white adhesive. It is naturally elastic and waterproof. It does not dry out or harden in the container. When spread, it becomes strongly adhesive after drying.

Cartex is clean to handle because of its rubber base. It acts like a rubber pencil eraser or art gum, cleaning off finger marks and dust stains. When applied with the fingers it rubs off, actually cleaning the hands. It proves its rubber content by forming miniature rubber rolls as elastic as rubber bands.

It spreads like a cold cream yet sticks like cement.

It will stand repeated washings as in the case of patched overalls or stand up under constant rains on a canvas tent patch.

It is economical because it spreads easily to a thin film covering more than double the surface that can be covered with other adhesives.

Cartex is ideal for sticking and mending paper, cardboard, cloth, upholstery, pen-nants, auto seats, cut-outs, golf stick grips, window shades, clothing, rugs and carpets. It is excellent for repairing book bindings. Cartex will stick together any two materials where one or both are even slightly absorbent.

No.		List Price	Shipping Weight
280	Gallon Glass Jar, screw cap	\$ 7.50 Ea.	15 lbs. Ea.
281	Quart Jar, screw cap	25.00 Doz.	42 " Doz.
282	Pint Jar, screw cap	15.00 "	23 " "
285	3 oz. Jar, center well, dome screw cap, rubber spreader	4.50 "	7 " "
286	2½ oz. Jar, screw cap, spreader	3.00 "	4½ " "
287	¾ oz. Jar, screw cap	16.00 Gro.	30 " Gro.

### TUBES

283	1½" x 6" Tube, screw cap, ribbon feed	3.00 Doz.	3½ " Doz.
289	¾" x 5" Tube, screw cap, ribbon feed	16.00 Gro.	30 " Gro.

## MINUTE CEMENT

Carter's Minute Cement is a quick drying, light weight, transparent, flexible, waterproof adhesive of the cellulose type. It is best for mending glass, china and crockery. It is excellent for making airplane models. Also widely used for ship and stage-coach models. It will permanently stick leather, wood, metal and practically all other materials.

No.		List Price	Shipping Weight
463	1½" x 6" Tube, screw sealed	\$ 3.25 Doz.	2½ lbs. Doz.
465	Small Tube, screw sealed	16.00 Gro.	12 " "

Prices of larger sizes on application



281



285



283



287



465



463

# CARTER'S PENS AND PENCILS

CARTER'S PENS AND PENCILS are precision writing instruments. No other pen combines such outstanding advantages as the osmiridium nib, the patented rocker spring clip, perfect balance and scientifically controlled flow. All Carter Pen nibs are of highest quality 14-karat gold. Carter Pencils hold leads rigidly, propel smoothly, repel without drag and expel cleanly.

CARTER'S PENS are supplied with all types of nibs, both flexible and stiff, in all degrees of width of writing from extra fine to coarse. There are stub nibs, ball-pointed nibs and oblique nibs—even nibs to fit left-handed writers. "Hard to fit" hands can invariably be suited with a Carter Pen.

PEARLTEX—exclusively Carter's—is the height of iridescent beauty in pen materials. Until Carter perfected Pearltex, "mother of pearl" materials had been used only on flat surfaces. Carter's Pearltex Pens and Pencils have an unequalled depth of lustre which never fades.

CARTER'S CORALITE Fountain Pens and Pencils are worthy of being sold in the highest price class. These Carter items are moderately priced so that they are within the reach of the majority of pen and pencil buyers.

THE QUAD is designed for those who are proud of their handwriting. The pen and pencil are ingeniously built with three sides at the point of grip. The unique three-point grip automatically results in writings made at a uniform angle.

CARTER'S MOSAIC LINE meets every requirement of those who wish reliable fountain pens and pencils at lower prices.

CARTER LEADS are made of highest quality graphite, wear smoothly and give clear cut writings. Black leads are supplied in Soft, Medium and Hard. Colored leads are furnished in Red, Green and Blue. For use with copying devices, Carter's Intense Purple Indelible Copying Leads easily lead the field. Strongest copies and freedom from breaking even on hot moist days make them unique.

Complete Price List sent on application.

# CARTER'S CARBONS AND RIBBONS

The Carter Laboratories are responsible for Carter leadership in the carbon paper and inked ribbon field. Exclusive formulas and processes, the finest grinding equipment in the industry and precision controlled Carter-built coating and inking machines combine to produce products unequalled in clear cut writings and longest wear.

There is a Carter carbon made to meet exactly, every office, home and school requirement. Carter supplies an absolutely stickless pencil carbon in "Brilliant Blue." Carter's Hektograph Carbons are made by separate formulas to give the most brilliant and largest number of copies on gelatin pad and spirit hektograph devices. Carter's Typewriter Carbons, in all weights for both type bar and noiseless machines, are engineered to give best results under actual service conditions.

## MIDNIGHT — The Identified Carbon

Carter's Midnight, each sheet identified by its decorated "Midnight Sky" back, is the most important development in the carbon paper field in a generation. It has freed dealers from disastrous competition from "direct-to-user" manufacturers because tens of thousands of satisfied users cannot be deceived into accepting a substitute. Midnight is available in all weights and finishes for both type bar and noiseless typewriters. It is truly "The Stenographer's Choice."

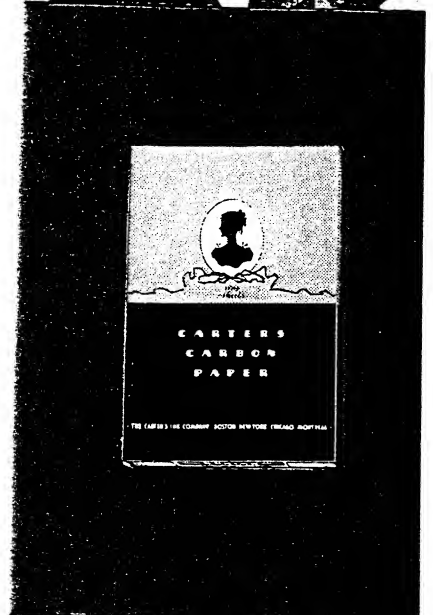
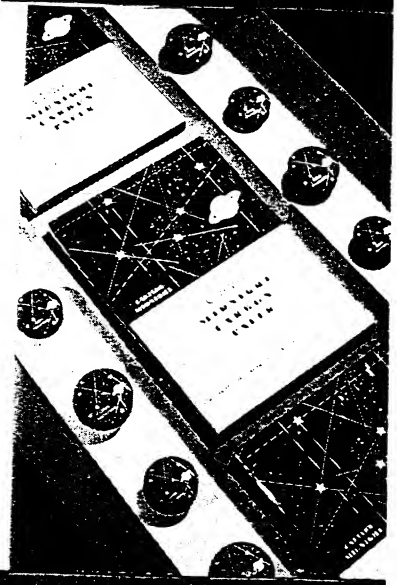
## IDEAL TYPEWRITER RIBBONS

Most thorough grinding of selected materials and the use of the finest nainsook make Carter's Ideal Ribbons unequalled in sharpness of writings and length of wear.

Ideal ribbons are now packed in beautiful black and pastel shades and chromium finished "Powder Boxes" which make them doubly popular with stenographers.

Carter makes a complete line of ribbons in a wide variety of inkings and colors for use with all typewriters. They are also available for other office machines including time stamps, daters, adding and bookkeeping machines.

Carter's complete Carbon and Ribbon Catalog will be sent upon request.





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# **The Carter's Ink Company**

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**CARBON PAPERS ★ INKED RIBBONS ★ WRITING INKS**

**ADHESIVES ★ FOUNTAIN PENS ★ MECHANICAL PENCILS**

